

**CONTRACT**

**WUAB**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

<b>Contract / Revision</b> 813738 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL AUG 28-SEPT 3		
<b>Contract Dates</b> 08/28/12 - 09/03/12		<b>Estimate #</b> 2635
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 08/27/12 / 08/27/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WUAB	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	08/29/12	08/31/12	M-F 19 Action News at 7a	7-8a		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	--W-F--				2	\$45.00			
N 2	WUAB	09/03/12	09/03/12	M-F 1B Action News at 7a	7-8a		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	M-----				1	\$45.00			
N 3	WUAB	08/02/12	08/02/12	Su 5-6p	5-6p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-----S				1	\$75.00			
N 4	WUAB	08/28/12	08/31/12	M-F 730-8p	730-8p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-TW-F--				3	\$375.00			
N 5	WUAB	09/03/12	09/03/12	M-F 730-8p	730-8p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	M-----				1	\$375.00			
N 6	WUAB	08/28/12	09/02/12	Late News M-Su	10-11p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-TWTF-S				5	\$300.00			
N 7	WUAB	09/03/12	09/03/12	Late News M-Su	10-11p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	M-----				1	\$300.00			
<b>Totals</b>											<b>14</b>	<b>\$3,510.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/03/12	14	\$3,510.00	\$2,983.50
<b>Totals</b>	<b>14</b>	<b>\$3,510.00</b>	<b>\$2,983.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**JOSH MANDEL**

8157158

Revision #: 0 Date: 8/27/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2635  
 Media: TV Description: OH US SEN JOSH MANDEL AUG 28-SEPT 3  
 Product: GENERAL Flight Start Date: 8/28/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 9/3/12 4:59:00 AM

Separation between spots: 30

*[Handwritten signature]*

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots
					Dur	Tue 8/28	Wed 8/29	Thu 8/30	Fri 8/31	Sat 9/1	Sun 9/2	

<b>WUAB-TV</b>												
102	MTWThF 7:00a-8:00a ACTION NEWS-7A<	EM	\$45.00	\$38.25	30	0	1	0	1	0	0	1
103	Su 5:00p-6:00p CLOSER	EN	\$75.00	\$63.75	30	0	0	0	0	0	1	0
104	MTWThF 7:30p-8:00p TWO&HALF MEN B	PA	\$375.00	\$318.75	30	1	1	0	1	0	0	1
105	MTWThFSaSu 10:00p-11:00p ACTION NWS@10<	RT	\$300.00	\$255.00	30	1	1	1	1	0	1	1
<b>Total Spots:</b>						2	3	1	3	0	2	3

<b>Total Cost:</b>		\$3,510.00	\$2,983.50
<b>Total</b>		SEP 12 \$3,510.00	\$2,983.50
			14

Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 8/27/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2636  
Media: TV Description: OH US SEN JOSH MANDEL AUG 28-SEPT 3  
Product: GENERAL Flight Start Date: 8/28/12 5:00:00 AM  
Market: Cleveland Flight End Date: 9/3/12 4:59:00 AM  
Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	14	\$3,510.00	100%	\$2,983.50	100%
Market Total:	14	\$3,510.00		\$2,983.50	